

Highmark, Inc.

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Survey Instruments and Purpose

Survey Instruments	CAHPS Health Plan Survey
Version/Population	<ul style="list-style-type: none"> Commercial – Adult and Child (included PPO in 2004 only) Medicare
Additions/Changes to Instruments	<p>In 2004, the plan included the CAHPS Children with Chronic Conditions Set. It also added questions to get details on members' experiences with:</p> <ul style="list-style-type: none"> After-hours care Coordination and continuity of care Physical/sensory disabilities
Purpose of Project	<ul style="list-style-type: none"> Meeting requirements for NCQA accreditation Satisfying a State mandate: the Pennsylvania Department of Health requires that data be collected to assess quality improvement Fulfilling employers' requests for CAHPS survey results for the plan's PPO products

Survey Administration

Administered Since	1998
Administration Mode	Mail with telephone follow-up (5 contacts)

Uses of Survey Results

Reporting	<p>Highmark reports its scores to NCQA for accreditation purposes. It also reports its ratings and composite measures to providers and members; they receive a general overview and comparisons to the previous year's performance, but not a comparison to other plans' performance. The results are provided in regular newsletters (print) and on the plan's Web site.</p> <p>Highmark also includes its results in its responses to employer group Requests for Information (RFI). In 2004, multiple groups requested survey results for PPO members; the plan provided data for specific CAHPS items.</p>
Quality Improvement	Highmark uses its results to identify areas in which quality of service could be improved.
Marketing/Publicity	In 2004, Highmark's Keystone Health Plan West was one of the top 10 scoring plans, according to the National Committee for Quality Assurance (NCQA). The plan put out a press release to publicize this achievement.